What is claimed is:

1. A computer-implemented method for processing lottery sales data, comprising the steps of:

(a) assigning unique identifiers to a plurality of lottery retailers, said unique identifiers indicating types of lottery games sold by respective lottery retailers from said plurality of lottery retailers; and

(b) identifying on a map display on a computer using said unique identifiers respective locations of lottery retailers from said plurality of lottery retailers.

2. The method of claim 1, further comprising the step of identifying on said map display lottery sales data for at least one identified retailer.

3. The method of claim 2, wherein said lottery sales data represent total sales for a selected time period of the types of lottery games sold by the at least one identified retailer.

4. The method of claim 1, further comprising the step of identifying on said map display an indication of a location of at least one non-lottery retailer.

5. The method of claim 4, further comprising the step of, after the step of identifying on said map display an indication of a location of at least one non-lottery retailer, utilizing information discerned from said map display in making a retailer decision.

6. The method of claim 1, further comprising the step of identifying on said map display demographic data for a geographic region shown on said map display.

7. The method of claim 6, further comprising the step of, after identifying on said map display demographic data for a geographic region shown on said map display, utilizing information discerned from said map display in making a lottery game marketing decision.

1   8.   The method of claim 6, wherein said demographic data include population data.

1   9.   The method of claim 6, wherein said demographic data include population income
2   data.

1   10.   The method of claim 1, further comprising the step of identifying on said map
2   display a street address for at least one identified retailer.

1   11.   The method of claim 1, further comprising the step of automatically generating
2   travel data representing a trip to at least one identified retailer.

1   12.   The method of claim 11, wherein said travel data represent a travel route to said at
2   least one identified retailer, travel distance, travel time, gas usage, overtime expenses or a
3   combination thereof.

1   13.   The method of claim 11, wherein said travel data represents a travel route to said
2   at least one identified retailer, said method further comprising the steps of utilizing said
3   travel route in determining a travel route for delivering instant tickets to said one or more
4   retailers.

1   14.   A computer-implemented method for processing lottery sales data, comprising the
2   steps of:
3   (a)   identifying on a map display on a computer a location of at least one
4   lottery retailer from a plurality of lottery retailers; and
5   (b)   identifying on said map display lottery sales data respective to said at least
6   one lottery retailer representative of lottery sales by said at least one lottery retailer for a
7   selected period of time.

1 15.   The method of claim 14, wherein said lottery sales data represent lottery sales
2 according to lottery game type.

1 16.   The method of claim 15, wherein said lottery sales data represent total sales for
2 said selected time period of the types of lottery games sold by the respective lottery
3 retailers.

1 17.   The method of claim 14, further comprising the step of, after step (b), utilizing
2 information discerned from said map display in making a retailer decision.

1 18.   The method of claim 17, further comprising the step of identifying on said map
2 display an indication of a location of at least one non-lottery retailer.

1 19.   The method of claim 14, further comprising the step of identifying on said map
2 display demographic data for a geographic region shown on said map display.

1 20.   The method of claim 19, wherein said demographic data include population data.

1 21.   The method of claim 19, wherein said demographic data include population
2 income data.

1 22.   The method of claim 19, further comprising the step of, after identifying on said
2 map display demographic data for a geographic region shown on said map display,
3 utilizing information discerned from said map display in making a lottery game
4 marketing decision.

1 23.   The method of claim 14, further comprising the step of identifying on said map
2 display a street address for said at least one identified retailer.

1   24.   A computer-implemented system for processing lottery sales data, comprising:

2   (a)   means for assigning unique identifiers to a plurality of lottery retailers,

3   said unique identifiers indicating types of lottery games sold by respective lottery

4   retailers from said plurality of lottery retailers; and

5   (b)   means for identifying on a map display on a computer using said unique

6   identifiers respective locations of lottery retailers from said plurality of lottery retailers.

1   25.   The system of claim 24, further comprising means for identifying on said map

2   display lottery sales data for at least one identified retailer.

1   26.   The system of claim 25, wherein said lottery sales data represent total sales for a

2   selected time period of the types of lottery games sold by the respective lottery retailers.

1   27.   The system of claim 24, further comprising means for identifying on said map

2   display an indication of a location of at least one non-lottery retailer.

1   28.   The system of claim 27, further comprising means for identifying on said map

2   display demographic data for a geographic region shown on said map display.

1   29.   The system of claim 28, wherein said demographic data include population data,

2   population income data or a combination thereof.

1   30.   The system of claim 24, further comprising means for identifying on said map

2   display a street address for at least one identified retailer.

1   31.   The system of claim 24, further comprising the means for automatically

2   generating travel data representing a trip at least one identified retailer.

1   32.   The system of claim 31, wherein said travel data represent a travel route to said at
2   least one identified retailer, travel distance, travel time, gas usage, overtime expenses or a
3   combination thereof.

1   33.   A computer-implemented system for processing lottery sales data, comprising:
2   (a)   means for identifying on a map display on a computer a location of at least
3   one lottery retailer from a plurality of lottery retailers; and
4   (b)   means for identifying on said map display lottery sales data respective to
5   said at least one lottery retailer representative of lottery sales by said at least one lottery
6   retailer for a selected period of time.

1   34.   The system of claim 33, wherein said lottery sales data represent lottery sales
2   according to lottery game type.

1   35.   The system of claim 34, wherein said lottery sales data represent total sales for
2   said selected time period of the types of lottery games sold by the respective lottery
3   retailers.

1   36.   The system of claim 33, further comprising means for identifying on said map
2   display an indication of a location of at least one non-lottery retailer.

1   37.   The system of claim 33, further comprising means for identifying on said map
2   display demographic data for a geographic region shown on said map display.

1   38.   The system of claim 37, wherein said demographic data include population data.

1   39.   The system of claim 37, wherein said demographic data include population
2   income data.

1   40.   The system of claim 33, further comprising means for identifying on said map

2   display a street address for said at least one retailer.